MAY

Flux

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EDITORS NOTE

May has arrived, bursting with color, energy, and the full bloom of spring. It's a time of growth, renewal, and the quiet power that comes from patience and persistence. May Flux reminds us that transformation doesn't always happen overnight—but with care and courage, it takes root. Each flower that opens and every shift in the breeze reminds us: this is a time to evolve, adapt, and flourish.

With that spirit in mind, we're beyond thrilled to introduce the very first edition of The St Chris Current! This launch marks more than just a new publication—it's the beginning of a space for bold ideas, fresh perspectives, and stories that reflect the world in motion. From technological revolutions reshaping business, to the hidden patterns in nature, to new scientific breakthroughs changing lives, our pages aim to spark thought and conversation.

In this debut issue, themed May Flux, we explore the many faces of growth. Whether it's through the shifting gears of Formula 1, the evolving landscape of social media, or the balance between progress and tradition in politics, one message is clear: change is everywhere—and it matters.

As we step into this new season and this exciting new chapter, we invite you to grow with us. Let's celebrate beginnings, reflect on change, and embrace the stories that shape our present—and our future. Welcome to The St Chris Current. We're so glad you're here.

UNTIL NEXT MONTH,
RANIA ASHRAF AND FIANA MODI

STEM

02

STEM

St Chris CURRENT

THE BIGGEST CHANGES BETWEEN PAST AND PRESENT IN THE WORLD'S PREMIER MOTORSPORT: FORMULA 1

Welcome to the St. Chris Current. My name is Hriday Kansal. I'm essentially the F1 guy - I have my own blog about Formula 1 (f1ntastic.com), I'm the STEM Racing Student Ambassador (formerly F1 in Schools), and I am now a STEM writer for the St. Chris Current. Today, let's navigate the key changes that Formula 1 has faced coming into the 2025 season. The FIA, the governing body for F1 makes changes to the sport every year, and here are 5 key changes that may seem small, but can have major impacts on the pinnacle of motorsport.

FORMAT CHANGES

The End of the Fastest Lap point

The famous Fastest Lap point was brought back to F1 in 2019. If a driver got the fastest lap and finished in the Top 10 of the race, they would earn an extra championship point. However, given the fact that championships can be won or lost by the barest of margins, the fastest lap point has been used to affect the outcomes of races. For example, drivers take an extra pitstop towards the end of a race so that they can get the fastest lap (if they can do that without losing track position). However, that isn't the cause for concern. What was happening was that drivers outside the Top 10 would pit and take the fastest lap to prevent a driver in the Top 10 from getting that going (like when Daniel Ricciardo took the fastest lap from Lando Norris at the Singapore GP. Hence, the fastest lap point has been scrapped once again, eliminating the concerns and controversy surrounding it.

Rookies Get More Track Time

Since 2022, teams have had to let a rookie race at least once in each of their cars during Free Practice 1, meaning two FP1 sessions per team would be driven by a rookie. However, in 2025, that requirement has been doubled. That means over the course of the season, teams have to let rookies race each of their cars twice, meaning a total of 4 FP1 sessions for each team must be driven by an inexperienced driver.

The drivers that qualify for this must have raced in no more than two F1 world championship races in their career. Last year, drivers like Ollie Bearman, Arthur Leclerc and Kimi Antonelli were among the drivers who participated in these FP1 sessions. Ollie Bearman and Kimi Antonelli are now full-time drivers in 2025, showing that these practice sessions can potentially help rookies secure seats in F1 in the future.

New procedure for deciding the grid if qualifying is disrupted

The 2024 Brazilian GP weekend was heavily disrupted by weather conditions that rendered the track unraceable at times. There was a possibility that qualifying would not take place. However, the procedure for setting the grid in case qualifying did not take place. Earlier, the Sporting Regulations stated that if qualifying could not take place, the stewards had the right to decide the grid order for the race based on the results of the most recent practice session. However, the Brazilian GP was a Sprint weekend; there had been a practice session on Friday morning, and a Sprint Qualifying session on Friday afternoon with completely different results, so it was unclear what the stewards would be able to use as the grid order for the actual Grand Prix in case the qualifying session did not take place.

This year, the regulations have been cleared up. If qualifying cannot take place, the grid will be set based on the drivers' championship standings. The FIA were aware of this loophole before the Brazilian GP and had announced this change before that race took place, but this change only came into effect this year.

TECHNICAL CHANGES

Gearbox limit scrapped

The engine of an F1 car, known as the power unit, is incredibly complex. Alongside the power unit is the gearbox. The components of the power unit and the gearbox wear out throughout the F1 season and need to be replaced. However, the FIA limits how many times these components are replaced each year. If a team replaces a component more than they are allowed to, then the driver faces a grid penalty. A grid penalty is when the driver has to start a set number of places (usually 10 places) lower than they qualified.

-HRIDAY KANSAL

THE HIDDEN MATHS OF NATURE

Beneath the surface of general perception, mathematics is the architect of all nature. While mathematics is largely thought of as being confined to textbooks and classrooms, the principles of maths today are seen in all elements of our world: the perfect symmetry of a snowflake; faultless polyhedra of a beehive; and the ever-continuing parallel lines of sand dunes. Natural forms are molded on mathematical concepts, and often go unnoticed.

Transformations in Nature

Mathematical transformations such as rotations, translations and scaling are abundant in nature. The Fibonacci Sequence is a mathematical sequence consisting of the Fibonacci numbers (1,1,2,3,5 etc) which create a series of squares with lengths equal to these numbers. When a line is traced through the diagonals of each square, a Fibonacci spiral is formed. Examples of this spiral are observed throughout nature. Notice the similarities when looking at the chambers of a nautilus shell, the centre of a sunflower and shape of a galaxy - all examples where Fibonacci's sequence appears. Transformations can also be seen in wave patterns, both visibly in water and through the vibration of particles in sound waves. Physics has allowed us to understand how the oscillations and distribution of energy creates all types of wave transformation, such as reflection and refraction, to become a vital mathematical component of our natural world.

Symmetry in Nature

Nature is overflowing with symmetry. A harmonious and distinct quality of being made up of exactly similar parts facing each other or around an axis, symmetry can be found in many different forms. Bilateral symmetry refers to an object which has two sides that are mirror images of each other; most animals have this type of symmetry. Moths and butterflies are a prime example as they have a single line of symmetry down the middle of their body to shape identical patterns on each wing. The replication of patterns is theoretically always the same because patterns are hard-wired in the genome and the genetic code is uniform for all cells on both wings.

As proven, the symmetry of their wings is a crucial part in their mating displays and camouflage. Other examples of bilateral symmetry include the human body, leaves, worms, cats, dogs, clams and snails.

Radial symmetry, in which a centre point with numerous lines of symmetry can be drawn, is also present in many aspects of the natural world. A starfish, for example, exhibits dihedral symmetry (the group of symmetries of a regular pentagon); there are five axes of reflection at each vertex of a starfish allowing us to see the same image when rotated by 72 degrees. The beautiful and complex structures of snowflakes, formed from frozen water vapour in the atmosphere, represent hexagonal (six-sided) symmetry, as they produce the same image each time they are rotated by 60 degrees. Geometry is key in the growth of snowflakes, and all of them exhibit the same patterns of symmetry. When looking into the science of snowflakes, this symmetry is created by water molecules which have tetrahedral shapes forming hexagonal rings when bonded with each other. The rings then stack in a hexagonal lattice - the fundamental unit of these natural wonders. As proven, nature is full of perfection due to symmetry.

The natural world is filled with patterns which can be explained by mathematical principles - these patterns not only show us the beauty in our physical world, but also provide us with insight into its workings. Maths has existed in the Universe before humans have, and now helps us explain the natural phenomena of our planet and beyond. Although hidden to the ordinary mind, it is undeniably key in blueprinting the smallest snowflakes to the largest galaxies. Ultimately, nature continues to remind us that mathematics is influential in every aspect, shaping the world in ways both remarkable and beautiful.

-SAOIRSE LYNCH

NEW CANCER BREAKTHROUGH REVERSES DISEASE WITHOUT HARMING HEALTHY CELLS

A surprisingly healthy way of treating cancer has gained significant attention in February 2025. It began in December 2024 when scientists in South Korea identified a sort of “switch” that allows cancer cells to be reversed to a healthier state rather than being destroyed. Researchers discovered a specific cellular transition phase that occurs before normal cells become irreversibly cancerous. By targeting this phase, it is possible to revert cancer cells back to a non-cancerous form.

With the way this research is progressing, it could soon lead to much less toxic and more effective treatments compared to chemotherapy, as it does not focus on destroying cancer cells.

If further research confirms its effectiveness, this method could revolutionize cancer therapy, offering gentler and more precise treatment options. Scientists believe that with more studies and clinical trials, this discovery could pave the way for entirely new approaches to cancer treatment. Instead of the harsh side effects that come with chemotherapy and radiation, patients may one day receive treatments that restore normal cell function rather than eliminating cells altogether.

This breakthrough also raises new questions about how cancer develops and whether similar methods could be applied to other diseases. If successful, this technique could be adapted to treat a wide range of conditions where abnormal cell growth occurs, leading to safer, more sustainable medical treatments in the future.

-YUSEF HAQ

SOCIAL

03

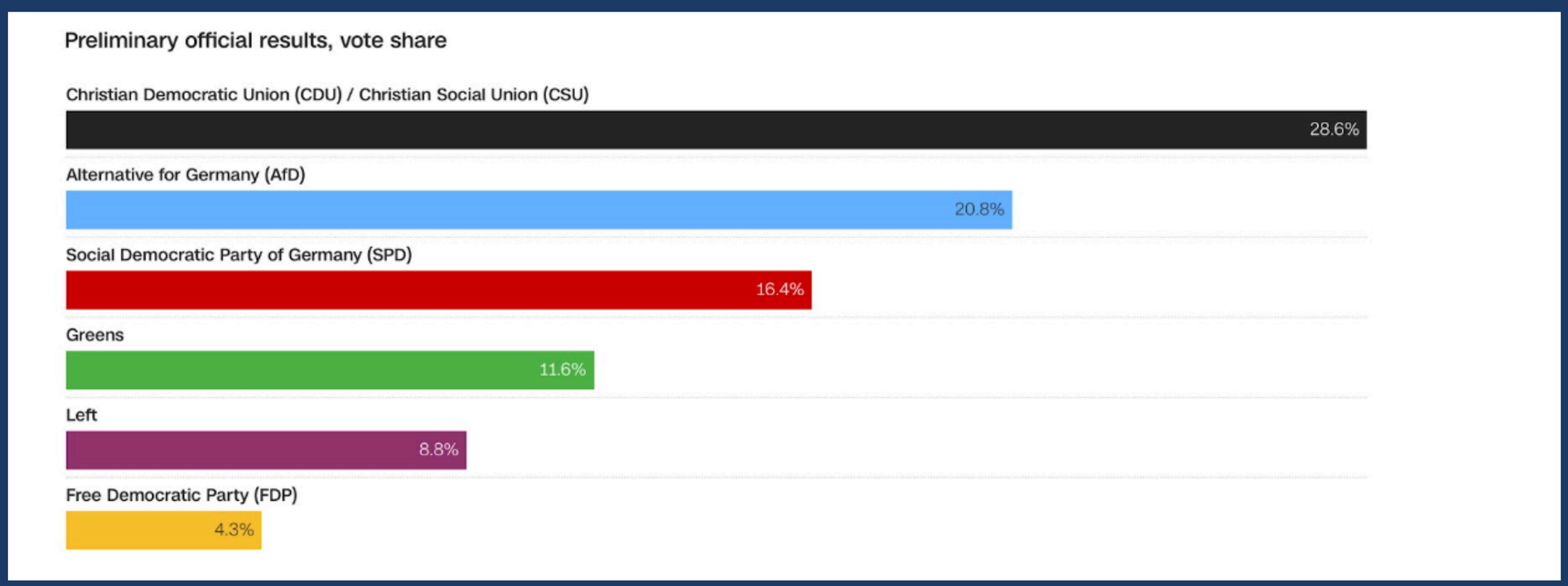
SCIENCES

CHANGE AND STAGNATION: THE GERMAN ELECTION AND THE LUDDITES

The German Election

We've seen our fair share of change in the month of February in the world of politics — most prominently, in the highly anticipated German elections, the results of which were unveiled on Monday, the 24th of February. But before we look at the polls, what were the stakes? As has made major headlines recently, one of the biggest contenders was the far-right Alternative for Germany (AfD) party led by Alice Weidel, which promised to bring about mass immigrant deportations; along with that was Germany's current ruling party, the center-left Social Democratic Party (SPD) led by Chancellor Olaf Scholz, which had in fact led to a collapse of the coalition government earlier; finally, the other most notable candidate was the center-right Christian Democratic Union (CDU) led by Friedrich Merz, who had criticised recent US intervention in Germany leading up to the election.

So... who won?



[Source: Die Bundeswahlleiterin]

With 28.6% of the preliminary votes came the CDU, with AfD coming in second at 20.8% and SPD at 16.4%. Merz has gone on to voice his plans for Germany, stating, "My absolute priority will be to strengthen Europe as quickly as possible so that, step by step, we can really achieve independence from the USA." It is important to note that the election results have also left AfD in a more powerful position than ever.

The Luddites

But what about those who fought vehemently against change? A poignant example of this can be traced back to over 200, to a group of people called the Luddites. While most people know Luddites as those who oppose technological progress, only few are familiar with their origins.
The Luddites emerged in 1811 from British working families during a time of economic crisis and mass unemployment in the midst of the Napoleonic Wars. In Nottingham, inside of a textile manufacturing centre, hoards of protesters who had been demanding more work and higher wages destroyed textile machinery. From the North of England to the South, more machinery was smashed in nightly occurrences, and fearing that this would only go on, soldiers were deployed to defend factories and Parliament passed a measure to make machine-breaking a capital offense.
While Luddites, even decades after the initial protests, were seen as those in support of regression, in reality, as can be seen from the collection Writings of the Luddites, what most of them wanted in the first place was fair pay for fair work, and to not get replaced by machines.

Modern Luddites still exist today in different shapes and forms. For example, in recent social media trends, people have begun more commonly using flip-phones when going out instead of bringing their smart-phones. In work spaces, those who have gotten fired and replaced by generative AI may share the same sentiment that the Luddites had. Those who have become tired of the seemingly endless amount of streaming services have taken to purchasing physical items of the media they love, such as DVDs or cassettes.
So the next time you feel yourself getting disillusioned with technology, think of the Luddites.

P.S. In case you were wondering where the word “Luddite” came from, it was named after a protester called Ned Ludd who, as it turns out, was completely fictional.

-REYNA UNGOR

TECHNOLOGICAL REVOLUTION

CHANGING TODAY'S BUSINESS WORLD

AI and automation are revolutionizing business by enhancing efficiency, decision-making, and customer engagement. Companies use AI in marketing, customer service, and supply chain management to automate routine tasks, analyze large data sets, and predict customer needs. This improves productivity, increases profits, and drives innovation.

Industries such as healthcare, finance, manufacturing, and retail are experiencing significant AI-driven transformations. In healthcare, AI improves diagnosis accuracy through medical imaging analysis. In finance, AI automates credit scoring for faster, more reliable assessments. In manufacturing, AI optimizes production lines and supply chains, reducing errors and costs. Retail businesses use AI-powered chatbots and virtual assistants to enhance customer interactions, satisfaction, and sales.

AI refers to computer systems capable of learning, recognizing patterns, analyzing data, and making decisions with minimal human input. Technologies like machine learning, deep learning, and natural language processing help businesses gain insights, streamline operations, and improve strategies. By handling repetitive tasks, AI allows human workers to focus on creativity and strategic innovation. Automated systems improve workflows, detect inefficiencies, and reduce manual errors. Robotic process automation accelerates document processing, while AI-powered recommendation engines personalize e-commerce experiences.

While AI may replace some jobs, it will also create new roles, such as AI ethicists, data scientists, and robot coordinators. Human skills like creativity, emotional intelligence, and complex problem-solving will remain essential. Responsible AI development will ensure businesses harness its potential while maintaining ethical oversight. The future of AI is about collaboration between technology and human expertise, driving progress across

Even though AI creates many new job opportunities, it can lead to job displacement, particularly in industries which rely heavily on routine and repetitive tasks in which robots can perform.

However, there will still be a significant amount of job displacement in certain industries. This also varies by region and industry. For example, the manufacturing industries are expected to see significant job displacement as a result of AI while the healthcare or education industries expect to see significant job growth.

The Impact of AI on Employment, Workforce, and Job Roles

Because AI involves the automation of repetitive tasks and causing job displacement, this may benefit employees as it frees them up to focus on more complex and creative work, but it may also create concerns about job displacement and changes in the demand for certain types of jobs. Some of the new job opportunities AI creates are for opportunities in data analytics, machine learning, and AI development. Privacy and security are also major concerns regarding the impact of AI on the workforce. As AI becomes more advanced, it is important to ensure that personal data is protected, and AI systems are secure against cyberattacks.

This shift also causes job roles to become obsolete while new ones emerge. For example, manufacturing workers need to acquire new skills to operate and maintain new machines and robots which now take over manual tasks.

As AI continues to transform the job market and employment landscape, individuals need to adapt to stay relevant and competitive in their careers in order to adapt to the changes of technology in the workplace.

According to a report by the World Economic Forum, by 2025 AI will have displaced 75 million jobs globally but also will have created 133 million new jobs around the world. This means there would be a net gain of 58 million jobs globally.

-CHRISTINA HANDAL

LAW/IR

04

LAW/IR

St Chris CURRENT

EMBRACING TRANSITION AND TRANSFORMATION IN LAW

Law is often perceived as rigid and static, but history has proven that it is a living and dynamic force. Law is a response to society; a constantly evolving structure that reacts to cultural evolution, technological advancements, and moral progress. Today, we are witnessing unparalleled legal transformations that redefine justice, equality, and human rights.

One of the fundamental shifts in today's law comes with the impact of technology. With the advent of artificial intelligence, digital contracts, and cyber law, traditional systems of law are being revolutionized. Courts today deal with cases that did not exist a decade ago, ranging from data protection to intellectual property rights in the metaverse. Additionally, the legal profession itself is transforming, with AI-driven legal research and virtual courts becoming more popular. According to a report by the World Economic Forum, 85% of legal professionals believe AI will revolutionize legal procedures by 2030. The technological advancements in our world today necessitate a change in the mindset of lawyers and lawmakers to practice legislation in a digital era.

Social justice movements have also played a crucial role in reforming the law. Rights related to gender equality, racial justice laws, and LGBTQ+ law have undergone profound transformations in recent years. The legalization of homosexual relations and legal accommodation of non-binary on official records are some of the ways the law has been moving in the direction of inclusivity. A 2023 UN report reported that over 65 countries have implemented gender-neutral legal recognition systems over the past decade. These legal reforms do not occur in isolation, though; they are the result of activism, advocacy, and judicial openness to reinterpret outdated statutes in accordance with contemporary human rights standards.
International law is undergoing massive change as well. Climate agreements and transnational crimes have called for a perpetual revision of legislation.

For example, environmental law has expanded from domestic policy to international accords. The Paris Agreement is a prime example, where over 195 countries agreed to enact various climate policies into their legislation. Similarly, international human rights law has also widened to include issues like digital privacy and the ethical use of artificial intelligence. This evolution is proof that legal systems must be dynamic in an effort to provide adequate solutions to transnational problems.

As students of law and future legal professionals, we must not only acknowledge these transitions but actively engage with them. Law is not static it reflects and reports the world around us and each generation contributes to the the evolution of law. Hence it's essential to remember transformation in the law is not a portent of instability but instead a sign of progress. When we understand that law is in place to serve society, we can ensure that it adapts in ways that continue justice and equality. In our ever-changing changing world, the accommodation of legal transformation is not a choice but a necessity.

-THWISHAA CHUGH

SHOULD SOCIAL MEDIA PLATFORMS BE HELD ACCOUNTABLE?

In recent years, social media platforms like Facebook, Twitter, Instagram, and TikTok have become a key part of how we communicate, share ideas, and consume information. However, these platforms have also been at the center of controversial problems, such as hate speech, cyberbullying, and the spreading of false information. One main question as these platforms grow is whether social media companies can be held responsible for the content posted on their websites.

Currently, in the United States, many social media platforms are protected by laws like Section 230 of the Communications Decency Act, which protects them from legal responsibility for the content posted by users. This was originally designed to encourage free speech and allow platforms to moderate content without fear of legal consequences. However, as the impact of social media has become more evident, people argue that this law has allowed platforms to avoid responsibility for harmful content, such as violence, spreading fake news, or enabling harassment.

One of the main issues with the current legal framework is the lack of accountability for platforms when harmful content goes viral. For instance, platforms have been criticised for their role in spreading misinformation during elections, especially at times where users have manipulated algorithms to amplify false narratives. Similarly, many have raised concerns about the regularity of cyberbullying and hate speech on social media platforms, which can cause real harm to individuals.

In response to these concerns, there has been growing pressure for legal reforms to hold social media platforms accountable. In the EU, the Digital Services Act aims to create stricter rules for online platforms, including requirements for greater transparency in how content is controlled and punished for platforms that fail to remove harmful material. In the U.S., there are ongoing discussions about whether Section 230 should be altered or annulled to make platforms more liable for harmful content.

However, holding platforms accountable is not a simple task. Social media companies argue that moderation is a complicated process, and regulating content on a global scale creates questions of freedom of expression, as well as what is considered acceptable content and at what point is it considered censorship.

As social media continues to be criticised and questioned, a balanced legal framework is a clear solution to minimise the harm spread. Although protecting free speech is an important part of many places around the world, social media companies are equally as responsible - if not more - as the users for the content spread on the internet, creating a safe environment while simultaneously having an area to openly express opinions.

-AAYAT BELLA

THE NEW AI COLD WAR

The ongoing AI competition between the United States and China has often been described as an "AI Cold War," with both nations aggressively investing in artificial intelligence to gain military, economic, and geopolitical advantages. However, I argue that while this rivalry is significant, it is not the greatest issue facing the world today. I believe that the US and China are unlikely to go to war due to economic interdependence and nuclear deterrence as conflict would completely devastate both nations. The greatest issue of real concern is the rapid militarisation of AI by many countries, which presents a far more serious global challenge.

Firstly, the use of AI in military strategies has changed modern warfare, making it more likely for conflicts to escalate unexpectedly. While the United States and China are leading in AI-driven military advancements, such as autonomous fighter jets, drone swarms, and automated cyber operations, many other nations are also investing in these technologies (Pacific). Russia, Israel, and European countries are developing their AI-driven military capabilities, further fueling a global arms race. The danger lies not just in competition between the US and China but in the broader trend of AI-powered warfare spreading across multiple nations. In a future conflict in Taiwan, the South China Sea, Ukraine, or the Middle East, automated AI systems could misinterpret threats, triggering rapid military escalation with little to no room for diplomacy (Villasenor). Unlike traditional warfare, AI driven conflicts could unfold at unheard of speeds.

Moreover, AI's integration into cyber warfare is a major concern, with potentially disastrous consequences. AI is already being used for cyber defense, intelligence gathering, and offensive cyber operations worldwide. Countries such as Russia, Iran, and North Korea have been accused of using AI to conduct cyber espionage, spread disinformation, and launch large scale cyberattacks (Pacific). As AI generated deepfakes and AI-driven cyberattacks intensify, an AI powered attack on critical infrastructure, such as power grids, financial systems, or military networks, could be perceived as an act of war. Unlike conventional cyber conflicts, AI can automate and amplify these attacks, making them harder to detect and mitigate before significant damage occurs. This widespread use of AI for cyber warfare could push multiple countries toward unintended conflict, not just the U.S. and China.

The economic and technological race for AI supremacy further exacerbates global tensions. While the United States has imposed sanctions on China to maintain its technological dominance, other nations are rapidly developing their own AI capabilities. The European Union is investing in AI-driven defense programs, while countries like Japan, South Korea, and India are increasing their AI research to remain competitive (Villasenor). The struggle for AI leadership is already affecting global trade alliances, with semiconductor producing nations caught in the middle. If tensions over AI technology continue to escalate, economic sanctions and trade restrictions could evolve into blockades, military posturing, or even conflicts over access to critical AI resources.

Ultimately, the AI Cold War between China and the U.S. is just one part of a much larger issue. Multiple nations' unchecked militarization of AI is the real threat to global security. Without effective international regulations and ethical AI development measures, AI powered weapons, cyber attacks, and military automation could lead to devastating conflicts. The challenge is not merely the competition between two superpowers but the broader need to ensure AI is used responsibly, preventing a future where autonomous warfare threatens global stability.

-RANIA ASHRAF

CURRENT

05

CURRENT

SOCIAL MEDIA TRENDS: THE RISE OF SHORT-TIME CONTENT

Change in March

As we navigate through March 2025, the world around us continues to evolve at a rapid pace. As young people, staying informed about global trends is essential. This month, we explore how the theme of 'change' manifests in the fashion industry, social media, AI-driven entertainment, consumer behavior, societal relationships, and sustainability.

Fashion's Shift Towards Escapism

In response to global challenges such as climate change, economic uncertainty, etc, the fashion industry is embracing escapism (the embracing of dressing in a new and whimsical fashion to improve mood) . Designers are moving away from minimalism and practicality and instead opting for fantastical, dreamlike aesthetics that take consumers to another world. By introducing unconventional styles, such as the one-legged trouser trend seen in Spring/Summer 2025 collections by Bottega Veneta, Louis Vuitton, and Coperni. Accessories have also become more lively, with handbags fashioned into unique shapes like turtles and apples, reflecting a desire for playfulness in daily life. These developments indicate a shift towards exploring and breaking traditional fashion codes, offering an escape from everyday realities. The rise of dopamine dressing (a term which refers to the focus on mood-boosting, bright colors, and unconventional designs) reflects a growing desire for clothing that brings joy and self-expression. Additionally, fashion shows are becoming increasingly theatrical, incorporating elements of performance art and digital augmentation to create immersive experiences. This trend challenges traditional fashion norms, encouraging and individuality.

Beyond the physical world, virtual fashion is also gaining traction, with luxury brands investing in digital garments for avatars in the metaverse. Companies like Gucci are exploring blockchain technology to create NFT-based fashion pieces that offer exclusive ownership and digital collectibility. The increasing integration of AI in fashion design, from generative clothing patterns to AI stylists, further indicates that fashion's future will be deeply intertwined with technology. As global uncertainties persist, fashion continues to serve as both an escape and a medium of cultural expression, proving that what we wear is more than just fabric—it's a reflection of the world we live in and our identity.

Ephemeral content—posts that disappear after a short period—has become a driving force on platforms like Instagram, Snapchat, and TikTok. This trend taps into the reducing attention span of young people, which encourages users to engage more frequently with content. Limited-time offers, exclusive behind-the-scenes, and live streams create a sense of urgency and priority when interacting with some of this media. The psychology behind ephemeral content is rooted in human behavior; people are more likely to engage with something they perceive as temporary and exclusive. This format also aligns with changing digital habits, particularly among Gen Z, whom studies show prefer raw, unfiltered content over polished, highly curated and perhaps ingenuine posts. The success of ephemeral content has even influenced traditional media, with even a few news organisations experimenting with short-form, disappearing news stories to attract younger audiences. Brands are using this format in advertising, by creating more limited-time discounts, interactive polls, and teaser campaigns, making advertising more engaging and participatory to younger audiences. As algorithms continue to prioritise short, engaging content, this kind of media is set to play an even bigger role in shaping how people interact with online platforms in the future.

AI's Impact on the Entertainment Industry

Artificial Intelligence (AI) is becoming an important figure in content creation within the entertainment industry. Warner Bros. partnered with Cinelytic to use AI for casting decisions, by evaluating an actor’s market value to predict a film's financial success in the box office.

Streaming platforms like Netflix and Amazon Prime are also employing AI to generate personalised recommendations, ensuring viewers stay engaged for longer periods. AI-powered tools are now capable of composing film scores, generating background characters, and even coming up with fully AI-generated scripts. This shift has raised concerns about the authenticity of storytelling and whether an AI can bring the same sensitivity and feeling to a film that a human can, as well as the danger in job security within the entertainment industry. Some actors and writers fear that AI may replace human creativity, while others argue that AI can serve as a powerful tool to enhance artistic expression.

Consumer Behavior: The Demand for Hyper-Personalisation

Most of today's consumers expect personalised experiences suited to their wants, and brands are using real-time data, machine learning, and AI to deliver highly relevant and tailored content, products, and advertisements. Hyper-personalisation is visible in everything from curated Spotify playlists, to streaming services like Netflix and Disney+ now using advanced algorithms to create customised user experiences, which influences everything from the thumbnail images to suggested viewing lists.

The rise of AI-generated influencers, showcases the growing impact of hyper-personalization in digital interactions These AI personas engage with large audiences, promote brands, and blur the line between reality and artificiality. For example, AI influencer Lu do Magalu is now the most followed AI influencer with over 7 million followers from all over the world. E-commerce platforms are also utilising virtual try-on technology, allowing consumers to visualise how clothing, accessories or makeup will look on them before making a purchase. While these innovations make content consumption more convenient, they also bring about concerns of data privacy and the potential manipulation of consumer behavior. As AI continues to refine personalisation, consumers may find themselves navigating an increasingly curated online landscape, where potentially their preferences and interests are anticipated before they can even discover them naturally.

Societal Behaviors: The 'March Theory' in Relationships

A trend gaining traction on social media platforms like TikTok is the 'March Theory,' which suggests that this month of the year is a make-or-break time for romantic relationships. On TikTok, content creators explain that the so-called “theory” is when “you either unexpectedly fall in love or an ex comes back,” or when couples who are meant to break up, end the relationship.

Psychologists suggest that the seasonal shift triggers a psychological reset, prompting people to reevaluate their personal lives, including their romantic relationships. “By the time March comes, cuffing season is ending,” Taimi relationship and breakup expert Angelika Koch says, adding that single people are likely to stay in a relationship to “get through the colder months” for “comfort and companionship.” as warmer months approach — a time when “people naturally become more social and optimistic” — they are “ready to move on from relationships that no longer fulfill them.”

Additionally, social media platforms amplify this theory, as users share their experiences, reinforcing the belief that March is a make-or-break month for love. Relationship experts note that while seasonal patterns do influence human emotions, true relationship dynamics are shaped by deeper compatibility and communication rather than the time of year. Nevertheless, the 'March Theory' remains a fascinating reflection of how the mind is affected seasonally and how potentially online trends influence real-world behaviors.

-CHLOE PEEL

WEATHERING CHANGE: RAMADAN, REVISION, AND THE END OF TERM 2

As we come towards the end of term 2, there are many things and changes that we, as a school community, can reflect on...

One of the most significant changes to this month has possibly been the change in weather! Starting this month, the school community has experienced cold weather in Bahrain like never before! Skirts gradually transitioned to pants in the girls' uniform, and unexpected changes like sudden rain took us all by surprise.

As we creep up towards the end of March, the weather is beginning to change. The end of winter is now here and now summer has officially begun.

The month of Ramadan has officially started this month! The school has been very respectful in order to make it as easy as possible for all fasting students. The designated classrooms and closing of Cafe 61 has definitely had an impact on all of the school, however allowing more respect to those fasting. The late school start and early finish has been beneficial to all those fasting, as it gives us efficient time to enjoy our suhoor and be more active during the day and in lessons.

We are slowly beginning the exam season! Year 11's now have their GCSES in two months! Most subjects have now completed their courses and they are spending time revising the content in class making sure everything is clear to them. When teachers told Year 11's time would go by very quickly, we did not expect this fast!

-MARIAM IZZELDIN